What is Professional Awareness?

As defined within IEEE

“Professional awareness is the emphasizing of the importance of the non-technical aspects of engineering to engineers and future engineers.”
Professional Awareness Categories

- Career growth
  - Continuing education
  - Effective communication

- Working
  - Balancing work with personal life
  - Expectations versus reality

- Professional ethics and social responsibility
  - Individual and corporate responsibility
  - Coping with ethical dilemmas

Professional Awareness Categories

- Self-management
  - Managing your career
  - Time management

- Engineer and public policy
  - Grassroots activism
  - Understanding how government works

- Importance of the professional society
  - Networking
  - Benefits
**Terminology**

- MGA = IEEE Member and Geographic Activities
- SAC = Student Activities Committee
- MGA SAC SPAA = Student Professional Awareness Activities Subcommittee
- SPAA = Student Professional Awareness Activities
  - S-PAC = Student Professional Awareness Conference
  - S-PAVe = Student Professional Awareness Venture

**Student Professional Awareness Programs**

- Student Professional Awareness Conferences (S-PACs)
- Student Professional Awareness Ventures (S-PAVes)
What Are S-PACs?

- Student Professional Awareness Conferences
- Students plan and run the event with consultation from SPAC Regional Coordinators
- The students do all project management
- Presentation or panel format related to the professional awareness categories
- Topics are selected by students from the Professional Awareness Categories in consultation with SPAA Regional Coordinators who will advise on finding speakers

What Are S-PAVes?

- Student Professional Awareness Ventures
- Venture can take on any form except conference or panel presentation format (can be a workshop format)
- Student branch submits proposal based on the Professional Awareness Categories with budget and schedule
- The students do all project management
- Start-up funds are available to initiate venture
- “Free flowing” format enables creativity
Examples of S-PAVe Topics

- Mock Interviews
- Resume Writing Skill Development
- Role Playing and Videotaping of an Ethical Dilemma/Situation
- Networking/Etiquette Dining
- Creating a Skit Depicting Expert Testimony in a Courtroom

Steps for Organizing a Student Professional Awareness Activities
STEP 1: Contact the SPAA Coordinator When the Branch Has Decided on the Event Date

2012 SPAA Subcommittee Members

- Chair: John Paserba, USA  
  j.paserba@ieee.org
- R1-R6: Vishnu Pandey, USA  
  v.pandey@ieee.org
- R7: Maike Luiken  
  Maike.Luiken@ieee.org
- R8: Jef Beerten, Belgium  
  jef.beerten@ieee.org
- R9: Juan Esteban Velez Tamayo, Colombia  
  juanvelezt@ieee.org
- R10: Hui Zhang, China  
  zanghui@ieee.org
- IEEE Student Services Staff  
  Christine Eldridge  
  c.eldridge@ieee.org

*As of September 2012
Step 2: Decide on Topics and Inform SPAA Coordinator

- Example topics
  - Industry life as told by a “survivor”
  - Grad school versus school of life
  - Multitalented: the Swiss army engineer
  - Pros and cons of large versus small companies
  - Consulting - is it for me?
  - Others
- SPAA can support modest event funding

Step 3: Invite Speakers

- Identify and invite a Speaker or Speakers
Step 4: Complete the Budget Sheet and E-mail to Your SPAA Coordinator

### Section 2: Attendance Estimates

<table>
<thead>
<tr>
<th>Category</th>
<th># Attendants</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Student Member</td>
<td></td>
</tr>
<tr>
<td>New IEEE Student Member</td>
<td></td>
</tr>
<tr>
<td>Non-IEEE Student Member</td>
<td></td>
</tr>
<tr>
<td>Complimentary Members</td>
<td></td>
</tr>
<tr>
<td>Total Attendants</td>
<td></td>
</tr>
</tbody>
</table>

### Section 3: Expense Estimates

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Conference Meal</td>
<td>$0.00</td>
</tr>
<tr>
<td>Post-Conference Meal</td>
<td>$0.00</td>
</tr>
<tr>
<td>Conference Hall and Auditor</td>
<td>$0.00</td>
</tr>
<tr>
<td>Program and Promotion</td>
<td>$0.00</td>
</tr>
<tr>
<td>Total Expense</td>
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</tr>
</tbody>
</table>

### Section 4: Fundraising Estimates

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Budget</td>
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<td>IEEE</td>
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<tr>
<td>Total Fundraising</td>
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</table>

### Section 5: Ticket Revenue

<table>
<thead>
<tr>
<th>Ticket Sales</th>
<th># Attendees</th>
<th>Ticket Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Student Member Revenue</td>
<td>Note J</td>
<td>0</td>
<td>$0.00</td>
</tr>
<tr>
<td>New IEEE Student Member Revenue</td>
<td>Note K</td>
<td>0</td>
<td>$0.00</td>
</tr>
<tr>
<td>Non-IEEE Student Member Revenue</td>
<td>Note L</td>
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<td>$0.00</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td>$0.00</td>
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**No entries below this point**

### Section 6: S-PAC Budget Summary

<table>
<thead>
<tr>
<th>Expense Estimate</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Total Meal Cost</td>
<td>$0.00</td>
</tr>
<tr>
<td>Pre-Conference Meal</td>
<td>$0.00</td>
</tr>
<tr>
<td>Complimentary Guest Costs</td>
<td>$0.00</td>
</tr>
<tr>
<td>Conference Hall and Auditor</td>
<td>$0.00</td>
</tr>
<tr>
<td>Miscellaneous/Other</td>
<td>$0.00</td>
</tr>
<tr>
<td>Total</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income Estimate</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>School</td>
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</tr>
<tr>
<td>IEEE</td>
<td>$0.00</td>
</tr>
<tr>
<td>Other Income</td>
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</tr>
<tr>
<td>Ticket Revenue</td>
<td>$0.00</td>
</tr>
<tr>
<td>Total</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

**Balance** $0.00
S-PAC / S-PAVe Budget Considerations

Potential Income Sources
- Ticket Sales
- Industry Donation
- University
- IEEE Local Section/Region
- MGA Subsidy (when needed as a safety net)
- IEEE Societies/Chapters

Minimize Expenditures
- Forego spending on elaborate meals and refreshments
- No need for catering halls (large classrooms are fine)

Note that the IEEE MGA SPAA Subcommittee has modest funds to contribute to the event expenses

S-PAC / S-PAVe Funding Sources

- Branch
- Department
- Faculty
- University
- Student Gov’t
- Sections
- MGA

Ticket Sales

SPAA Funding

Industry
Remaining Steps for Organizing the S-PAC or S-PAVe

STEP 5. Publicize the event
STEP 6. Prepare for event
STEP 7. After event, collect feedback from attendees and submit SPAA Final Report to your Coordinator
STEP 8. Document lessons learned for the next SPAA

Benefits to Students of the SPAA Programs

- Students gain insight into topics pertinent to their careers, such as financial planning and career growth
- Attendees leave with an awareness of non-technical aspects that will be useful for the rest of their lives
- Student conference committee members gain valuable management and planning skills
- Student Branches build momentum for holding regular events in the future
- Can be combine with STEP events as well for student transition to GOLD

S-PACs and S-PAVes Teach Students to be Leaders
For Reference: Comparison of S-PAC and S-PAVe

Events Worldwide

<table>
<thead>
<tr>
<th></th>
<th>S-PAC</th>
<th>S-PAVe</th>
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</thead>
<tbody>
<tr>
<td>Event</td>
<td>Conference</td>
<td>Project</td>
</tr>
<tr>
<td>National Speakers*</td>
<td>Yes: Regions 1-6</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>No: Regions 7-10</td>
<td></td>
</tr>
<tr>
<td>Time Frame</td>
<td>Usually 1-day</td>
<td>Usually few weeks or partial semester</td>
</tr>
<tr>
<td>Seed Money Available*</td>
<td>No: Regions 1-6#</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Yes: Regions 7-10</td>
<td></td>
</tr>
<tr>
<td>Funding for Speakers*</td>
<td>Yes: Regions 1-6</td>
<td>No+</td>
</tr>
<tr>
<td></td>
<td>No: Regions 7-10+</td>
<td></td>
</tr>
<tr>
<td>Main Contact</td>
<td>IEEE USA SPAC: Regions 1-6 John Paserba: Regions 7-10</td>
<td>IEEE USA SPAC: Regions 1-6 John Paserba: Regions 7-10</td>
</tr>
</tbody>
</table>

*Managed by IEEE-USA SPAC Committee (R1-6) or MGA SAC-SPAA Subcommittee (R7-10)
+Seed money can be used
#R1-6 events that have a negative overall post-event balance, please discuss details with your IEEE-USA SPAC Coordinator to investigate the possibility of a MGA SAC-SPAA subsidy
Some Photos of 2011 SPAA Events Worldwide

Send Photos to:
John Paserba
IEEE MGA SAC SPAA Chair
j.paserba@ieee.org

Summary of SPAA Events Over the Past 4 Years

<table>
<thead>
<tr>
<th></th>
<th>Regions 1-6*</th>
<th>Regions 7-10+</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>2008</td>
<td>48</td>
<td>19</td>
<td>67</td>
</tr>
<tr>
<td>2009</td>
<td>49</td>
<td>15</td>
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<td>2010</td>
<td>58</td>
<td>41</td>
<td>99</td>
</tr>
<tr>
<td>2011</td>
<td>55*</td>
<td>42*</td>
<td>97*</td>
</tr>
</tbody>
</table>

*Supported by the IEEE-USA SPAC Committee, and IEEE MGA SAC SPAA as needed
+Supported by the IEEE MGA SAC SPAA Subcommittee

2010/2011 had a 50%* 2-year-over-2-year increase in SPAC/SPAA events worldwide compared to 2008/2009!

2011 sustained the world-wide growth experience from 2009-to-2010!

2012 is already at 42 events as of September
SPAA Event at DeVry University, Columbus, Ohio, USA, Region 2

SPAA Event at Carleton University, Canada, Region 7, 2011
SPAA Event at Queens University, Canada, Region 7, 2012

Combined SPAA/STEP Event at the University of Texas - Dallas, USA, Region 5, 2011
SPAA Event at a Technical Conference, Power and Energy Society - Columbus, Ohio, USA, Region 2, 2001

SPAA Event at the Universidad San Buenaventura Bogotá, Colombia, Region 9, 2011
SPAA Event at the Universidade Estadual Paulista - Ilha Solteira, Brazil, Region 9, 2011
SPAA Event at the University of Ibadan, Nigeria, Region 8, 2011
SPAA Event at the Michigan State University, USA, Region 4, 2011

Workshop on SPAA Activities at the Region 2 Annual Student Conference, USA, Region 2, 2011
SPAA Event at the Escuela Militar de Ingenieria
- La Paz, Bolivia, Region 9, 2011

SPAA Event at the Jeppiaar Engineering College, India, Region 10, 2011